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LCMB7024- Marketing Management

ASSESSMENT COMPONENT 2:

Marketing Portfolio [company name]

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Introduction

Introduce purpose of this proposal. Introduce your new product (add product brand, picture of a product, etc). Introduce structure of proposal.

Element 1: STDP Analysis

1.1 Segmentation Strategy

The segmentation plan of Apple Vision Pro had **demographic, geographic, psychographic, and behavioural variables** to determine a small but rewarding market. Demographically, the audience of Apple was on the richer side, the professionals, those who were fond of technology, and the users who could be called the early adopters (25- 45 years old). These also comprised the markets in North America, Europe, and some sectors in Asia where the disposable income and the usage of the digital world were higher (Waisberg *et al.* 2024). The United States was the only country where the original launch was limited due to smart geographical terms and conditions that consider the infrastructure strength of its residents in terms of content licensing and the dominance of the Apple ecosystem in the country. Psychographically, Apple has exploited status-seeking, innovative, and capable individuals of readily embrace new technology despite it being unpopular. Behaviourally, it divided users based on loyalty; this was to concentrate on old-time Apple shoppers who would be interested in investing in new products. The focus on prestige, exclusivity, and innovation was a sign of the premium segmentation that Apple has taken (Masalkhi *et al.* 2023). The difficulty, however, was that the size of the segment was overestimated, and it was ready to adopt mixed reality. Several technology enthusiasts got fascinated yet could not be convinced about the feasibility of its use in everyday life, and this presented a gap between the segmentation and the market appetite.

1.2 Targeting Strategy

Apple has employed a **concentrated targeting strategy** with the Vision Pro and has targeted a niche market, one that is comprised of higher-income technology-savvy

buyers. The company wanted to use the present customer base of brand lovers, of whom it offered high-tech products and an ecosystem, whose potential may not be against trying immersive spatial computing (Waisberg *et al.* 2024). Vision Pro was marketed as a personal computing gadget that could be replaced or used in conjunction with screens on laptops, phones, and computer desks, which offered productivity and entertainment in a hands-free, immersive form. Such a targeting coincided with the high success enjoyed by Apple in the premium market, though it failed to anticipate the high rate of clarity in value delivery and easily available applications in an untested category. In addition, its entry cost of 3,499 and taking into account the accessories coupled with the scarcity of crucial apps on the initial release further reduced the attraction rate (Zhang *et al.* 2023). The target market initially expressed their interest in the target market, but the absence of real-world usefulness and an app ecosystem limited the usage. The targeting approach was executed clearly, but it was too rosy, as it did not perceive the wider unwillingness of consumers to spend a lot of money on immature immersive tech.

1.3 Differentiation Strategy

Apple Vision Pro was a product that was differentiated based on ***advanced hardware integration and interface with spatial computing and immersion of virtual and real environment integration***. The ***unique selling proposition (USP)*** of its headset was its ability to enable new entry in the mainstream product to merge physical and digital worlds with the power of ***eye, hand, and voice control***, without any classical input device. It was also compatible with the larger Apple ecosystem, allowing users to use Mac monitors and use iCloud with ease. Its value to an average consumer was, however, not well defined, yet the product had a technologically innovative sense. Rather than addressing an obvious issue or improving the current behaviours, it presented an entirely new paradigm that did not have any convincing use scenarios (Shanbhag *et al.* 2024). Its distinction turned out to be a duplicity when it was futuristic but lacked relevancy in everyday life. This is unlike the iPhones or the iPad, which served the needs that existed and were better than the prevailing alternatives in the market, which is why Vision Pro lacked clarity in trying to create a need that was not yet at its full maturity. Essentially, innovation,

despite the use of advanced technology, was not accompanied by real value to the end user.

1.4 Positioning Strategy

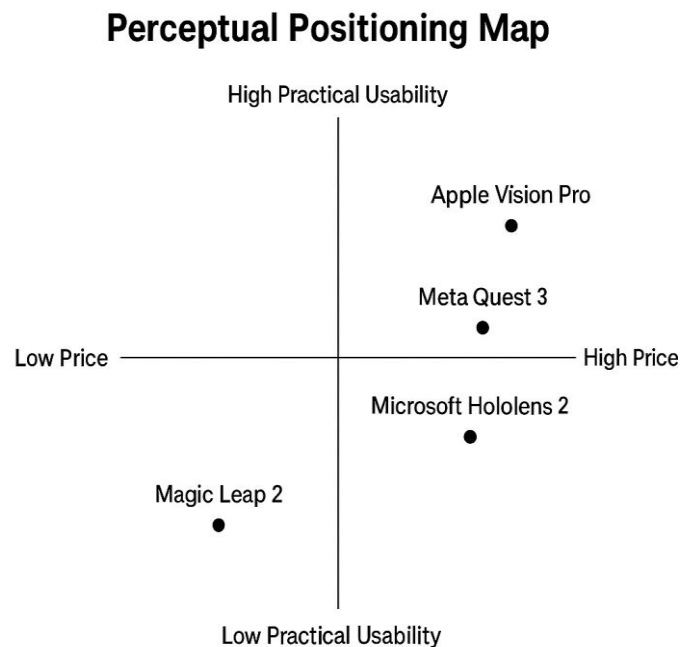


Figure 1: Perceptual Positioning Map

(Source: Self-developed)

Apple introduced Vision Pro as a **high-end, all-purpose spatial computing gadget** to take it above a basic VR headset. It was sold as a radical change in the way people interact with computers; it was said to be able to obsolete monitors, TV, and even laptops. It was positioned as a luxury, **exclusive, and futuristic innovation**, which was a characteristic of Apple's brand DNA. A perceptual positioning map would set Vision Pro as price/innovation/low practicality/low mass accessibility in comparison to such an inexpensive headset as **Meta Quest 3**, in particular (Santos and Castillo, 2024). This high-end status restricted its popularity and isolated the general buyers, especially being that it does not include all the necessary programs, such as Netflix and YouTube. The actual use of the device was not parallel to that envisioned by Apple, even though the device was technically more advanced (Kaye *et al.* 2024). Accordingly, the positioning did not eventually appeal to the users who

wanted something that would be useful, inexpensive, or where they could meet new people. It was viewed as more of a tool by developers or a product of the future than a consumer product, which meant that the Apple brand promise and market were not in touch with each other.

Element 2: Critical analysis of the marketing mix

7Ps Element	Critical Evaluation (Aligned with Market Expectations)
Product	Apple Vision Pro offers cutting-edge design and advanced features such as eye-tracking, spatial video, and mixed-reality interfaces. The product maintains Apple's high standard in hardware quality and branding prestige . However, it failed to meet functionality expectations . The headset is bulky and uncomfortable, with a short battery life (~2 hours), limiting real-world usage (Blackman and Harley, 2024). The lack of third-party app support (Netflix, YouTube) weakened its positioning as a daily-use device.
Price	The \$3,499 price point reflects a skimming strategy , aiming to recover R&D costs and appeal to early adopters. However, in comparison to Meta Quest 3 (\$499), it appears prohibitively expensive (Pro, 2023). The premium pricing failed to align with actual perceived value, especially since most consumers did not find enough use cases to justify the cost.
Place	Apple limited initial sales to the U.S. Apple Store and online channels , maintaining exclusivity. While consistent with Apple's usual selective distribution strategy , this limited global accessibility . Many markets could not access the device during its launch window, which affected sales momentum and market reach (Günen <i>et al.</i> 2023).
Promotion	Apple relied on high-profile launch events , slick YouTube ads , and PR coverage to promote Vision Pro. While the

	promotion generated excitement, it overhyped the product and raised unrealistic expectations . Influencers and tech reviewers later undermined the campaign with overwhelmingly critical reviews, damaging credibility.
People	Apple Store employees were trained to demonstrate the product....
Process	Vision Pro's setup process was intuitive and in line with Apple's UX reputation.
Physical Evidence	The headset's premium packaging, retail display , and online presence were consistent with Apple's sleek brand identity (Hou <i>et al.</i> 2024). However, real-world trials revealed a match between visual branding and user experience ,.....

Table 1: 7Ps of Marketing Mix

(Source: Self-developed)

Being strategic, the 7Ps of Marketing Mix analyses the shortcomings of Apple Vision Pro using the expanded version of the marketing mix. This product was not only technologically innovative and branded but also not user-friendly and practical, particularly because of the uncomfortable hardware and incompatibility of the app. With a price point of \$3,499, it had a skimming price that did not resonate with the user, compared to other competitors such as Meta Quest 3, which had a lower cost of entry (Díaz-Vilariño *et al.* 2024). The global distribution was restrained because of given place strategies that did not facilitate market penetration. When it comes to marketing, Apple mainly had to depend on hype-driven pre-launch and influencer-driven PR, which had gone wrong because the negative reviews after the launch were the primary point of discussion.

Element 3: Promotion Poster of Apple Vision Pro



Figure 2: Poster

(Source: Self-developed)

Explanation of the poster (200 words)

Apple Vision Pro was aimed at an elite of rich, technologically advanced first adopters. The product is quite innovative; etc

Element 4: Reflection

Provide a reflection on your experience developing a new brand concept and creating a marketing strategy. Additionally, reflect on your experience preparing and delivering the marketing strategy pitch. Analyse the key skills and insights you gained throughout this process, and critically consider how you could further enhance your approach and performance in similar projects in the future.

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